

Coke to workers with AIDS in Africa: “Drop Dead.”

Coca-Cola executives think providing only 1.5% of their workers in Africa with access to HIV/AIDS treatment and care is enough.

Coke and HIV/AIDS in Africa

- Coke pays for full medical coverage, including treatment with anti retroviral drugs, for any of the 1,500 employees or their immediate family members who are H.I.V. positive, neglecting the 100,000 men and women who bottle and distribute Coke products under exclusive licensing agreements.
- Coke is the largest private sector employer in Africa: it employs 100,000 people who bring Coke products to all but two African nations.
- Coke is profiting off workers faced with a health pandemic of unprecedented scale. In some countries, as much as 25% of the population has HIV/AIDS.

Every day 8,000 people with HIV/AIDS die because the life-sustaining antiretroviral medications that have dramatically improved the health of people with HIV in wealthy nations, are not available.

Coke--making a killing off African labor

- Last year, Coca-Cola's net revenues in Africa exceeded \$620 million, and its worldwide net revenues reached \$20 billion.
- Coke's profit margin in Africa is expected to rise 12% in the next 4 years, exceeding Coke profit margins in all other regions of the world.

SAVE THE DATE – OCTOBER 17

GLOBAL DAY OF PROTEST AGAINST COKE

Join ACT UP & Health GAP to demand Coca-Cola provide AIDS treatment for all of their HIV + workers in Africa

Activists in the U.S., South Africa, Thailand, Morocco, and France will take part in a global day of action to protest Coca-Cola. Similar to other coordinated solidarity campaigns, the groups will protest Coca-Cola at location in various countries and cities on the same day. Contact Health GAP for information on how to take part in your area.



STOP COKE'S DEADLY NEGLECT: FIGHT FOR WORKERS & FAMILIES TO HAVE ACCESS TO HIV/AIDS TREATMENT.

www.healthgap.org | tel (212) 674-9598 | salynch@healthgap.org



CORPORATE RESPONSIBILITY AND THE HIV/AIDS PANDEMIC

In developing countries hardest hit by the AIDS crisis, workers comprise a sizeable portion of people living with HIV/AIDS, and people at greatest risk of becoming infected.

The International Labor Organisation (ILO) estimates that 20 million people living with HIV/AIDS are workers, or half the current estimated international population of HIV positive people worldwide.

In 2001, against a backdrop of intensified international attention to the pandemic, corporations made a flurry of announcements of new initiatives designed to combat global AIDS. From mining corporations to Coca-Cola, companies reaping tremendous profit from low-cost African labor, grabbed headlines for “innovative” initiatives—such as delivering condoms on trucks—while skirting their most fundamental obligation—providing workers, including those living with HIV/AIDS, with health care coverage.

The communities in which these corporations—such as Coca-Cola and Anglo Gold—operate face soaring HIV infection rates and in many areas, little promise for people living with HIV/AIDS to have access to AIDS treatment—such as antiretroviral medications—that has dramatically improved the health of people with HIV in wealthy nations.

The struggle for expanding affordable access to AIDS treatment gained a victory in August of 2002, when under pressure from labor and AIDS groups, the mining giants—Anglo American, Anglo Gold and DeBeers—agreed to provide AIDS treatment—including antiretroviral drugs—to their workers, and in the case of DeBeers, to the worker’s partner (but not dependents). In the wake of these announcements Gold-Fields, stands out as one the largest mining corporation in sub-Saharan Africa that refuses to provide AIDS drugs to its workforce, estimated at 25% HIV positive.

Coca-Cola, another corporation that has enjoyed decades of escalating profit and low labor costs in Africa, also refuses to budge from its policy of excluding all but the smallest fraction of its workforce from full medical coverage.

Coke reaped volumes of positive publicity, when in June 2001, it announced a “partnership” with UNAIDS and various initiatives to combat AIDS in Africa, which was to include payment for HIV/AIDS treatment and care for its HIV infected workers. Today, Coke continues to ride the wave of publicity for its efforts when in reality, AIDS activists have charged the global company with medical apartheid for refusing to extend medical coverage beyond its 1,500 “direct” employees, neglecting Coke’s larger African workforce of more than 100,000 people.

Using its franchise system as a shield to protect itself from the workers demands for access to life extending medications and activist charges of wilful neglect, Coke continues business as usual: making a killing off African labor while letting workers die.

Coca-Cola can today, at a modest cost, prevent further infections and needless deaths among its larger workforce by providing life-sustaining HIV/AIDS medications and treatment.

Tell Coke’s CEO Douglas Daft, and other business leaders mulling their options on how to respond to the most severe human health disaster in history, not to remain complicit in the face of untold suffering.

Coke and other multinational corporations must stop their medical apartheid practices, and pay for the AIDS treatment workers and their families need to survive.



Health GAP demands Coke:

- Provide all 100,000 African workers and their dependents with comprehensive healthcare – including life-sustaining antiretroviral treatments.
- Offer confidential HIV testing and counseling to all workers, in the context of a clear anti-discrimination policy.
- Distribute free condoms in the workplace, and provide safer-sex and sexual health education classes.
- Develop further HIV/AIDS prevention and education policies in collaboration with affected employees, their labor representatives, and community-based health initiatives.

Take Action: Tell Coke executives to provide AIDS treatment for all of their HIV + workers in Africa

1) Write, Fax, and Call Coca-Cola today:

Phone: 404-676-4971 Fax: 404-515-2226

Mail: Mr. Douglas N. Daft
Chief Executive Officer
Coca-Cola Company
One Coca-Cola Plaza
Atlanta, GA 30313

2) Join the campaign for access to HIV/AIDS treatment for workers & families, and the GLOBAL DAY OF PROTEST– Oct 17, 2002.



Sharonann Lynch
Health GAP
Phone: 1-212-674-9598
Email: info@healthgap.org
www.healthgap.org
www.treat-your-workers.org